

## July 2023

## 白奶和调味奶 - China

面对2022年的挑战，白奶仍然增势良好。具有更丰富营养宣称的特色奶源牛奶越来越受欢迎。展望未来，进行口感创新以搭配其他食物将成为高端市场的另一重要需求。同时，风味奶应该抓住消费者认知提升的机会，定位为与牛奶具有相同的营养价值。

彭袁君，高级研究分析师

本报告分析以下问题：

## June 2023

## Milk and Flavoured Milk - China

"Facing challenged 2022, white milk still got good growth. Special sourced milk with richer nutrition claims is gaining popularity. In the future, innovation based on taste to pair with other food will be other important demand in high-end market. Meanwhile, flavoured milk should seize the chance that consumers' perception is ...

## 茶饮料 - China

“《中国居民膳食指南（2022）》强调了足量饮水的重要性，并推荐喝白水或茶水，少喝或不喝含糖饮料，这将有利于无糖茶饮料的消费。除了借乘茶饮店流行口味来唤起消费兴趣外，即饮茶饮料可以强化在日常补水方面的角色，并通过无咖啡因产品扩大消费场景。”

— 鲁睿勋，研究副总监

## May 2023

## 植物蛋白饮料 - China

“在消费者谨慎对待支出的情况下，植物蛋白饮料的营养形象有助于促使消费者保持在该品类上的消费。但是，随着强化营养特征趋于同质化，不同基底必须建立独特的营养优势，以保持竞争力。除了营养以外，风味创新以及适合作为搭配饮料的差异化质地有助于该品类更好地挖掘消费者的细分需求。”

— 黄梦菲，研究分析师

## 酒精饮料消费习惯 - China

“餐饮娱乐渠道的酒类消费预期乐观，这是因为随着外出就餐花费在2023年逐渐增长，该品类也快速回暖。除此之外，消费者转向‘少喝酒，喝好酒’的态度说明品牌需将优质口感定为产品高端化的主心骨。同时，聚焦于低酒精度以及小包装规格的营销信息将有助于进一步吸引消费者。”

— 张辰钰，高级研究分析师

## Consumption Habits of Alcoholic Drinks - China

"An optimistic forecast in out-of-home alcoholic drink consumption is expected as the sector has witnessed a rapid bounce back following increasing spending on eating out in 2023. Besides this, an attitudinal shift towards 'drink less but better' has been observed, indicating brands need to position a quality taste profile as ...

## Tea Drinks - China

"The Chinese Dietary Guidelines 2022 highlight the importance of drinking plenty of water and recommend drinking plain water or tea and drinking less or no sugary drinks, which will benefit the consumption of sugar-free tea drinks. In addition to borrowing trending flavours from tea houses to attract consumption interest, RTD ...

## 果汁和果汁饮料 - China

“在果汁市场势不可挡的高端化趋势之下，能够证明其价值并与消费愈发审慎的消费者产生共鸣的品牌将得到认可。由于消费者营养缺乏和对健康饮食的重视，为果蔬汁赋予有助于实现全面营养的定位能够提升饮用频率；同时，品牌也可以重点突出与当今社会人们担忧的方面相关的功能性益处，如心理健康表现。”

— 张辰钰，高级研究分析师

## Drink - China

### Plant-protein Drinks - China

“Nutritional profile can help retain consumers’ spending on plant-protein drinks under cautious spending. However, as homogenous nutrition fortification emerges, different bases have to establish unique nutritional advantage to remain competitive. Other than nutrition, flavour innovation and differentiating texture for pairing drinks can help the category better tap into consumers’ segmented ...

### Juice and Juice Drinks - China

“Under the inevitable trend of premiumisation in the juice market, brands that justify their value and resonate with ever cautious spending consumers will be recognised. Positioning fruit and vegetable juice as a tool to achieve complete nutrition can boost usage frequency due to nutritional deficiency and attention to healthy eating ...

## March 2023

### 跨界饮料 - China

“虽然财务状况和财务信心开始恢复，但消费者可能仍会审慎对待支出，包括在非酒精饮料上的开支。将成分可视化既有助于证明产品价值，又能传递天然信息，从而打消对食品安全和人工添加剂的顾虑。与此同时，饮料品牌可以突出零代糖以迎合对健康的持续关注 and 不断演变的口味偏好。”

— 鲁睿勋，研究副总监

### Beverage Blurring - China

“Although financial status and confidence have begun to recover, consumers might still be cautious about spending, including on non-alcoholic drinks. Visualisation of ingredients can not only help justify product value, but can also convey a natural message to resolve concerns about food safety and artificial additives. Meanwhile, beverage brands can ...

## Upcoming Reports

### Foreign Spirits - China - 2023

外国烈酒 - 中国 - 2023年

### Functional Drinks - China - 2023

功能性饮料 - 中国 - 2023年

### Sparkling Drinks - China - 2023

### Instant, Drip Bag and Pod Coffee - China - 2023

速溶，挂耳，胶囊咖啡 - 中国 - 2023年

### RTD Coffee - China - 2023

即饮咖啡 - 中国 - 2023年

气泡饮料 - 中国 - 2023年